WHAT IS CLAIMED IS:

1.   A method of identifying potential business opportunities, comprising:

identifying a target customer need state based upon an analysis of marketplace data;

generating a map of a process for addressing the identified target customer need state, the process map including a network of tasks each having one or more associated values; and

identifying a potential point of intervention in the process based at least in part upon an analysis of the values associated with the tasks in the process map.

2.   The method of claim 1, wherein identifying a target customer need state comprises scanning marketplace data without foreknowledge of a potential target customer need state.

3.   The method of claim 1, wherein identifying a target customer need state comprises scanning marketplace data in accordance with a preselected target customer need state.

4.   The method of claim 1, wherein the identified target customer need state corresponds to a customer need state associated with a relatively high total cost.

5.   The method of claim 1, wherein identifying a target customer need state comprises selecting a subset of potential target customer need states and associating with each potential target customer need state a set of one or more tasks.

6.   The method of claim 5, further comprising assigning values to the tasks associated with each of the potential target customer need states.

7.   The method of claim 6, wherein values for one or more of the following task parameter metrics are assigned to the associated tasks: a cost metric, an incidence rate metric, and a metric measuring diversity of association with different potential target customer need states.

8.   The method of claim 7, further comprising ranking potential target customer need states in accordance with values assigned to associated tasks.

9.   The method of claim 1, wherein generating a map of a process for addressing the identified target customer need state comprises identifying a representative process currently addressing the identified target customer need state and generating a map for the representative process.

10.   The method of claim 9, further comprising estimating unit cost values, incidence rates, total costs, and outcomes for each task in the process map generated for the representative process.

11.   The method of claim 10, wherein identifying a potential point of intervention comprises selecting a potential target task from the tasks in the representative process map based at least in part upon one or more of the estimated unit cost values, incidence rates, total costs, and outcomes.

12.   The method of claim 11, further comprising mapping the potential target task into a network of one or more sub-tasks.

13.   The method of claim 12, further comprising generating a list of one or more projected customer problems based at least in part upon the potential target task mapping.

14.   The method of claim 13, further comprising generating a list of one or more projected customer needs based at least in part upon the projected customer problem list.

15.   The method of claim 14, wherein generating the projected customer needs list comprises identifying customer needs that correspond to business opportunities for reducing cost or improving outcomes, or both.

16.   The method of claim 14, further comprising assessing customer value associated with each of the projected customer needs.

1   17.   The method of claim 14, wherein generating the projected customer
2   needs list comprises identifying customer needs associated with specific tasks and
3   focused on reducing cost or improving outcomes, or both.

1   18.   The method of claim 14, further comprising correlating projected
2   customer needs with core competencies and resources.

1   19.   The method of claim 18, further comprising selecting for further
2   investigation one or more target projected customer needs well-correlated with
3   core competencies and resources.

1   20.   The method of claim 19, further comprising storing for later review
2   unselected target projected customer needs.